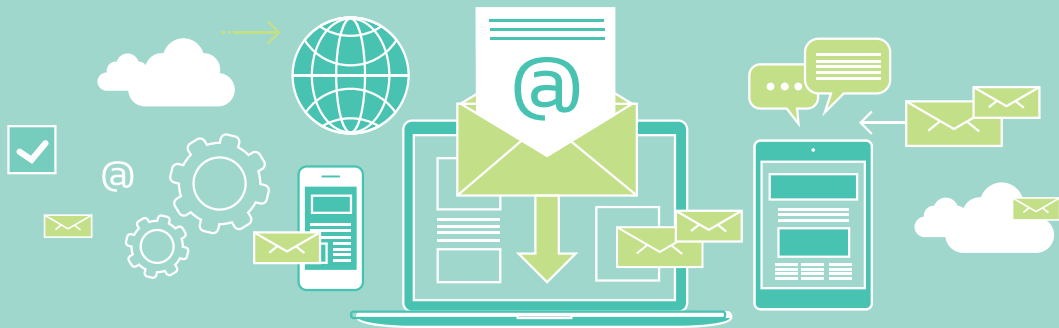


GETTING STARTED WITH EMAIL MARKETING



Irish Life

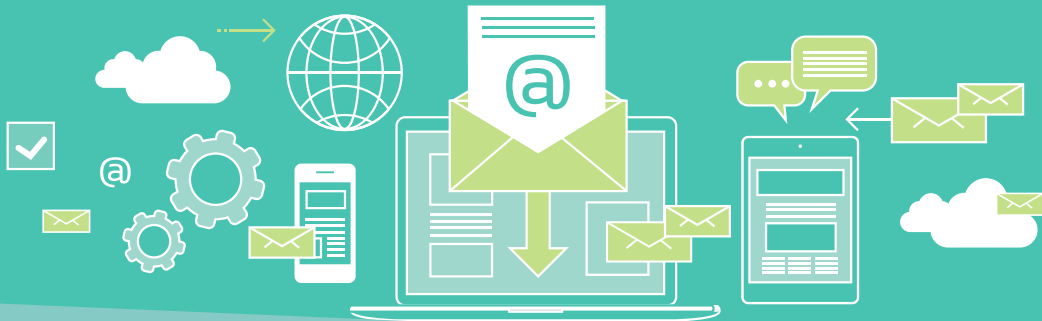


Social media is a great way to build a targeted, loyal audience who will recommend your business to others. It's harder to make direct sales through social media because of its fleeting nature.

Your customer will know about you because of social. When you put an offer or a service in front of them they may be interested but unless they are in the right situation to be able to call, email or send in an enquiry form then and there you are unlikely to convert them.

That's where email comes in. You should always be looking to build your email list from what you do on social media. People are far more likely to buy your product or service because they got an email from you.

In this eBook we're going to look at how to set up email marketing for your business. How to build your list, and what emails you should send.



CHOOSING SOFTWARE

If you want to embrace email marketing you will need to choose a software provider. It's not advisable to send mass marketing emails out through your own email server (or the likes of Gmail or Hotmail).

- Doing so can cause issues with your regular email
- You will face limitations on how many emails you can send at once
- You will manually have to manage subscribes and unsubscribes

Email marketing software will:

- Ensure better deliverability of emails
- Send thousands of emails at once
- Monitor results like open rate and click through rate (CTR)
- Manage subscribes and unsubscribes
- Offer email templates you can customise

There are lots of email marketing software providers on the market including:

- Mailchimp (free to use up to 2,000 subscribers and 12,000 emails sent in one month)
- Constant Contact (From \$20 per month)
- AWeber (From \$19 per month)
- Active Campaign (From \$9 per month)

If you are experimenting with email marketing for the first time Mailchimp is a good choice. You may move to a more comprehensive paid solution later on.



BUILDING YOUR LIST

Now you have your software you are ready to get started. The first step is to build a list of subscribers.

It's important that you get opt-in:

There are spam laws that prevent you from sending unsolicited mass emails to subscribers.

Getting opt-in means that when a subscriber gets your email they will know why they are getting it and may even enjoy receiving it.

If people aren't expecting your email they are more likely to hit the 'Spam' button which will result in you getting banned from your email software provider.

How to get subscribers

1

Invite your existing customers

You can send an email or talk to existing customers in person and ask them to subscribe to your list. Be sure to tell them what's in it for them. For example, will you be sending them regular updates and offers? If so tell them about it.

2

Add a sign-up form to your website

Add a form above the fold (visible on your website without scrolling) to your website. Include a call to action telling people why they should sign up to your list.

Don't hide it at the bottom of the site as few people will scroll this far down the page.

3

~~You will get fewer entries than when you run regular competitions but an email address is more valuable than a like on your page or a comment on a post.~~

If you are asking people to fill in a form on your site, whether it's a contact form or a quotation form give them the option to subscribe to your newsletter.

4

Run a competition on social media asking people to sign up to your email as part of the entry process

You will get fewer entries than when you run regular competitions but an email address is more valuable than a like on your page or a comment on a post.

5

Encourage people to sign up when they visit your office or when you meet them at trade shows and exhibitions

Just like running a competition online you can run a competition in your office or at an exhibition asking people to sign up for the chance to win.

6

Add a subscribe to email question when signing up new customers

You may not have gotten permission from your existing customers to subscribe them to your email list but make it part of the process when you sign up new customers.

Don't worry if your list is small to start with, it will grow over time.



WHAT EMAILS SHOULD YOU SEND?

NEWSLETTERS

The classic email marketing tool is the newsletter.

These are a great way to keep your customers up to date with trends in the industry and news about your company. They will help nurture customers and prospects so that when they are ready to buy you will be at the top of their mind.

Although newsletters are valuable they shouldn't be the only emails we send.

Remember what I said at the beginning about making sales. Those sales will rarely come from your newsletter.

SALES EMAILS

We know that it's easier to sell additional services to existing customers than it is to gain a new customer. Email marketing can help you with this.

What services do your existing customers buy from you?

What other services do you sell that could be of benefit to them?

Consider sending different groups of customers sales emails at least once a month telling them more about what you can do for them.

For new prospects, try enticing them in with a discount or package.

DIGESTS

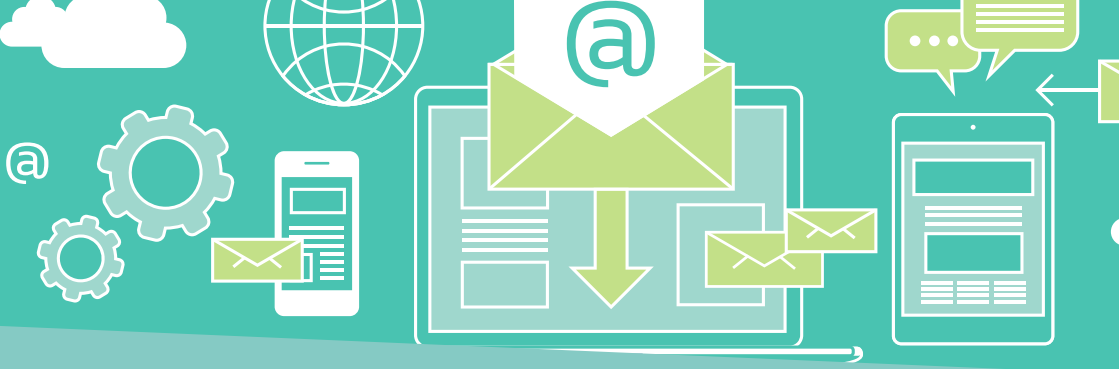
Do you have a blog? Do you write an article for the local newspaper? Do you read a lot of articles you think your customers would find interesting and helpful?

If so consider sending a weekly digest of news that will entertain your customers.

ANNOUNCEMENTS

Have you moved office? Did you win an award? Have you taken on a new service? If you have information that it's important for your customers to know, don't rely on social media alone.

Send an email to let them know.



CREATING AN EMAIL SCHEDULE

You should aim to be sending emails to your list at least once a month. If you don't you are in danger of them forgetting who you are and when they subscribed. By emailing at least once a month you are more likely to be in contact with them when they need your services.

To keep a regular schedule it's worth putting together an email marketing calendar.

Start by setting a date every month that you will send your newsletter. Then set a date one week ahead of that to write that newsletter.

Make a note of who in your office is responsible for writing the email and make sure they are also aware of the deadline.

Choose a topic for each month's email. Are there specific times of the year that match with specific trends in your business?

For example:

- School holidays
- Onset of Winter, Spring, Summer, Autumn
- New year

Now think about the offers or sales emails that you can fit into your schedule between your monthly newsletters.

Plug all these dates into your diary or calendar.

You should aim to plan at least six months of emails in advance.



WRITING EMAILS

Email marketing software companies will have a library of templates you can use for your emails. These will make your emails look prettier and more professional but there's a downside.

Email providers like Gmail have added filters to their inboxes. These are designed to filter marketing emails out of the main inbox.

Using a designed template increases the likelihood of us getting relegated to the 'promotions' tab. This isn't always bad, many email users will navigate regularly to that tab but more won't.

To stay out of the promotions tab it's advisable to stay away from fancy designs and send an email that looks like a personal email, the sort you send every day.

That means:

- No styled text
- No images
- No header

If you are sending a regular newsletter you'll find it easier to write each month if you have regular sections or features.

Perhaps your first paragraph will be on local news, your second on financial news, your third on tips for retirement and so on.

This makes it easier to get your brain into gear when you sit down to write.



SUBJECT LINES

The most important part of your email is your subject line. This is the part of your email that is most likely to be read. Even if your subscribers don't open your email they may remember the subject line and come back to you.

Your subject line should:

- Be short
- Be an accurate representation of what is contained in the email
- Offer value - let your subscribers know what's in it for them

I also like to include the name of my business in the subject line. This will remind people why they are getting the email.



YOUR OPENING

The second most important part of your email is the first line. On many email services this first line is also visible before the email is opened.

Make sure this is welcoming and reassures your subscriber that it's worth opening the mail.

See the example below from my promotions tab. Which emails do you find most appealing?

<input type="checkbox"/>	<input type="star"/>	IrishCentral	Oldest known photo of Irish famine survivor goes on exhibit - Best of IC: Trump has taken first step towards hi	1:15 pm
<input type="checkbox"/>	<input type="star"/>	IWantOneOfThose.com	Multi-buy Madness - HUGE Savings! 3 for £18 Gifts 2 for £9.98 Construction Kits and... - FREE UK DELIVE	1:07 pm
<input type="checkbox"/>	<input type="star"/>	VISUAL	Special Bosco price! - Bosco and Cinderella Sunday 14 May Having trouble viewing this email? Click here Hi, just	11:34 am
<input type="checkbox"/>	<input type="star"/>	AppSumo	Maximize your exposure on YouTube - This incredible tool will help unleash the full power of your videos AppSun	4:40 am
<input type="checkbox"/>	<input type="star"/>	five below	the \$1 to \$5 summer shop is now open online! - shop water guns, pool floats, goggles, beach towels & more! c	12:47 am
<input type="checkbox"/>	<input type="star"/>	IrishCentral	The greatest-ever Irish American hip-hop video debuted 25 years ago this week - The greatest-ever Irish Ame	May 9
<input type="checkbox"/>	<input type="star"/>	IWantOneOfThose.com	Up to 50% off Outdoor Summer Gadgets Eligento Verteggo only £9.99! - FREE UK DELIVERY WHEN YOU S	May 9
<input type="checkbox"/>	<input type="star"/>	Amazon.co.uk Associates .	New Article: Affiliate Links and Social Networks - Amazon.co.uk Associates View All Deals Your Account Ref	May 9
<input type="checkbox"/>	<input type="star"/>	Sara from Venngage	Win \$100 for your mom (it only takes 5 minutes to enter)! - Moms do a lot for us. Let's do something nice for th	May 9
<input type="checkbox"/>	<input type="star"/>	IrishCentral	Tragic Irish American bride-to-be laid to rest in Ireland - Tragic Irish American bride-to-be laid to rest in Ireland	May 9
<input type="checkbox"/>	<input type="star"/>	Catherine	Latest photo story from Foxglove Lane - Welcome to your latest update from Foxglove Lane! GO TO BLOG HE	May 9
<input type="checkbox"/>	<input type="star"/>	Campus Oil	Extended Discount - Month of May Offer - Hi Francis, Great news, we are offering a discount on all home heating	May 9
<input type="checkbox"/>	<input type="star"/>	AppSumo	Everything you need to know about Conversion Rate Optimization - Amazing course + incredible instructor. Le	May 9
<input type="checkbox"/>	<input type="star"/>	IrishCentral	The Irish sure have a way with words - Famous Irish sayings translated into English - IC Favs: Fascinating st	May 8



WHAT'S NEXT?

- Sign up for an email software provider
- Email your existing clients and invite them to subscribe (give them a good reason why)
- Set up an email marketing schedule
- Compose your first email

Look out for our eBook
'Doing more with email marketing'
for more tips.



Irish Life

Irish Life Assurance plc is regulated
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ILA 13596 (NPI 12-17)